

ABSTRACT OF THE DISCLOSURE

The invention provides a magnet type clutch device or a magnet type fan clutch device able to arbitrarily change the rotation speed of a fan by switching and controlling the directions of magnetic fluxes of a permanent magnet and an electromagnetic clutch. The magnet type clutch device or the magnet type fan clutch device constructed by integrating the electromagnetic clutch and a magnet coupling using the permanent magnet is characterized in that a magnetic loop element is assembled into a permanent magnet rotating body and the rotation speed of the fan, etc. can be changed by switching and controlling the magnetic flux direction of the electromagnetic clutch.